

U.S. Army Cadet Command

MS2 & MS4 Cadet Survey

Executive Summary

2002



“Leadership Excellence”

Cadet Survey Executive Summary

Why surveys are conducted.

- To know what and how to influence the decision to contract, the decision to commission and the branching decision.
- To select the best cadets and guide them in their Army career choices.
- To gain critical first hand knowledge of the program's effectiveness and its strengths/weaknesses.

Critical Issues

- Demographics
- Contracting and Retaining
- Commissioning
- Branching

How the survey was conducted

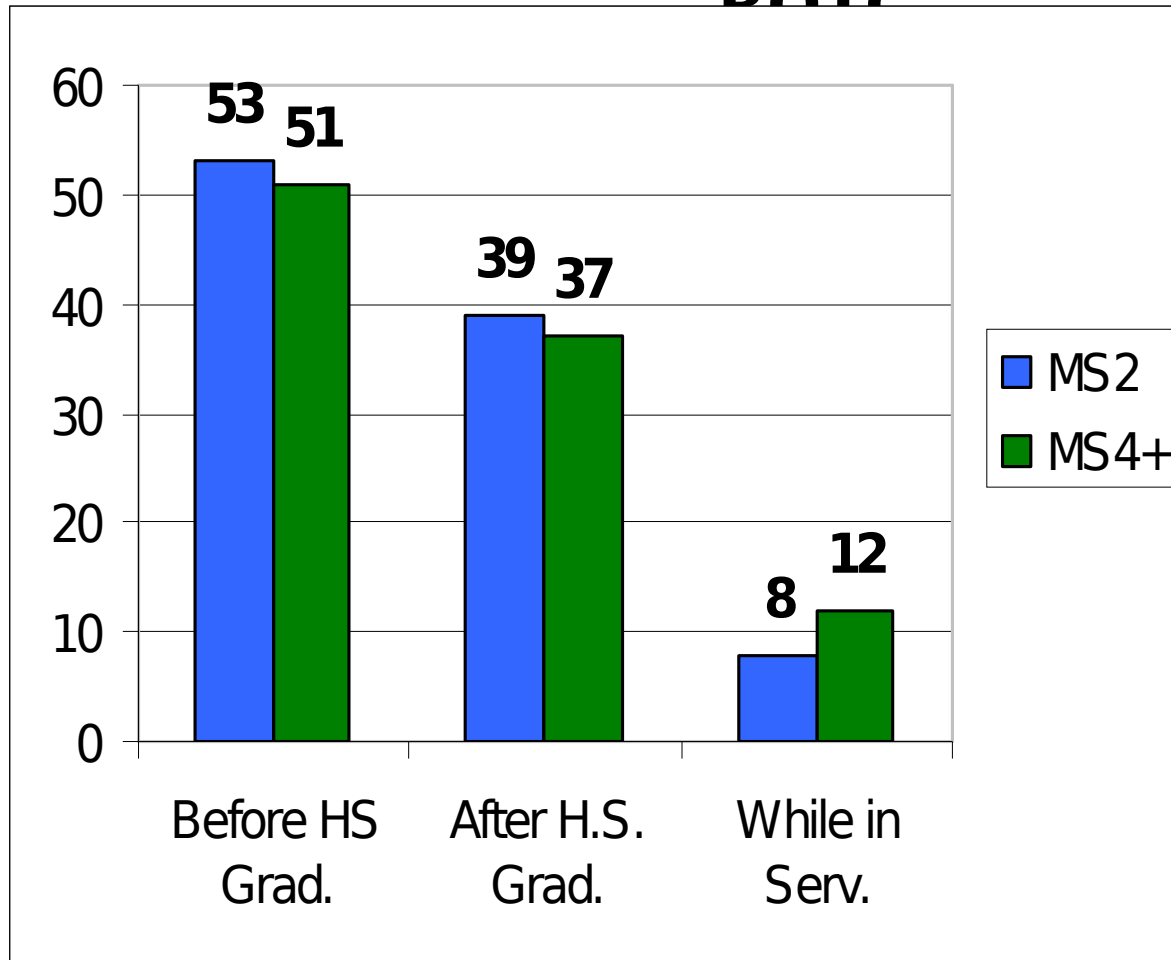
- ▶ All schools were notified of the survey dates and had cadets complete the survey on the Internet.
- ▶ 1726 MS2 and 1725 MS4/5/Completion (MS4) Cadet surveys were valid and completed in 2002.

Demographics

- Military Science classes are 73%-78% male.
- The largest ethnic group is Euro American/White(73%-76%).
- The second largest group is African-American (8%-10%).
- The percent of cadets with family members in

Military Experience	MS2	MS4
% of Cadets with Military Experience.	26%	44%
% of Cadets with Immediate Family Members with Military Experience.	49%	54%
% of Cadets with Extended Family Members with Military Experience.	79%	84%

When First Thought To Participate In Army ROTC



Over half think about participation before high school graduation.

The largest group to enroll requires pre-graduation:

- Marketing and advertising to get a student or parent to think about ROTC
- Recruiting as a critical follow-up to the timing of the awareness message

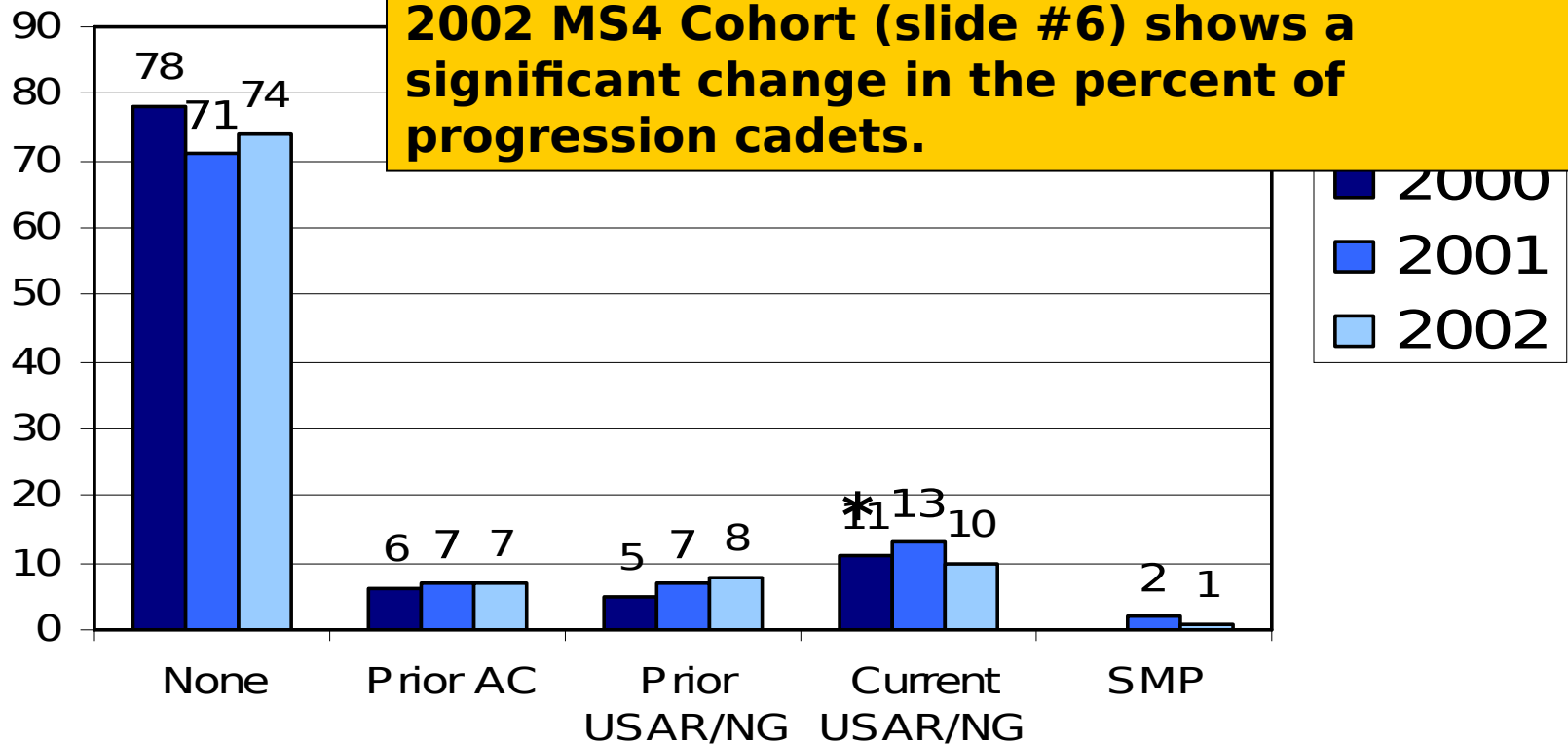
Demographics

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Prior Service of MS2s

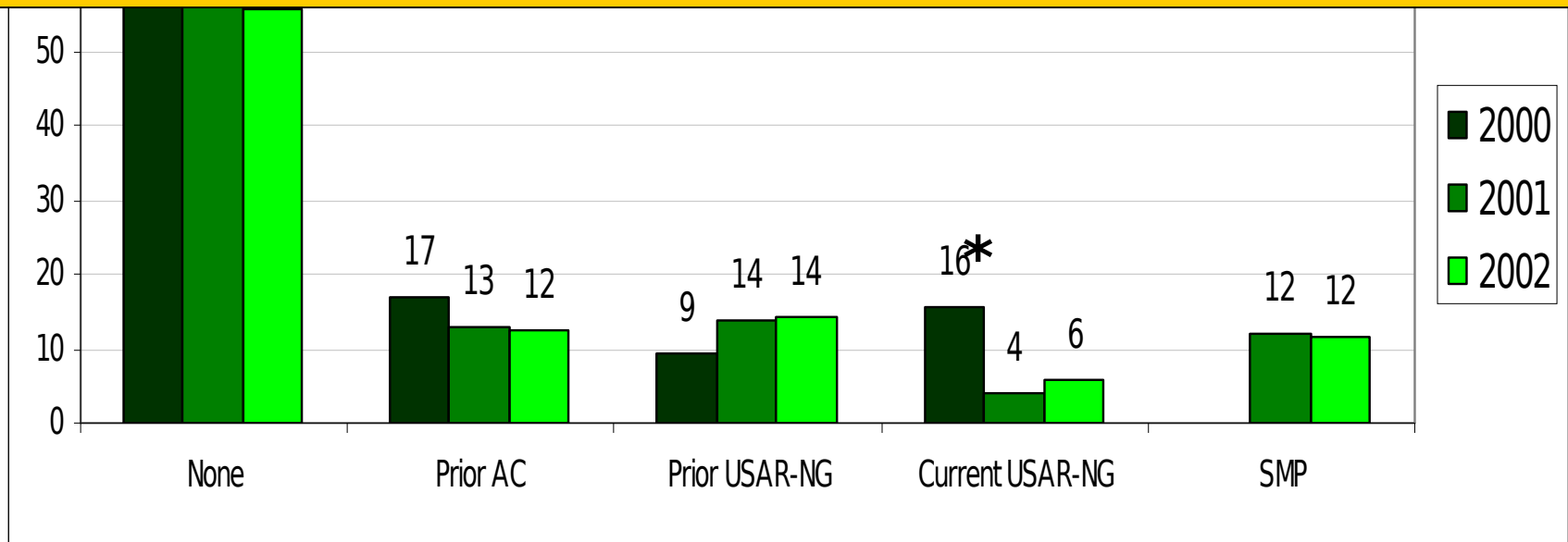
Over 70% of MS2s are progression cadets.
However, the 2000 MS 2 Cohort, now the 2002 MS4 Cohort (slide #6) shows a significant change in the percent of progression cadets.



Prior Service of MS4s

Prior Service Background of MS4+s has been consistent since 2000.

Prior Service has grown to 44% of the 2002 cohort versus 22% as MS2s in 2000. [By losing almost 30% of the MS2 Progression cadets and increasing by 182% the MS2 Prior Service by the MS4 year].



Demographics

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6

Academic Major

- **Academic Majors:** Social Sciences is the most popular field; almost as much as all of the ADM 3 and 4 majors combined

Class	Top Major	% of ADM 3 or 4	% of Nurses
MS2	Social Sci.-15%	21%	6%
MS4	Social Sci.-18%	20%	3%

- **These majors have the smallest percent of MS4 respondents expecting to complete their degree in 4 years or less:**

- Education(23%)
- Engineering(34%)
- Health Science (38%)
- Math(27%)

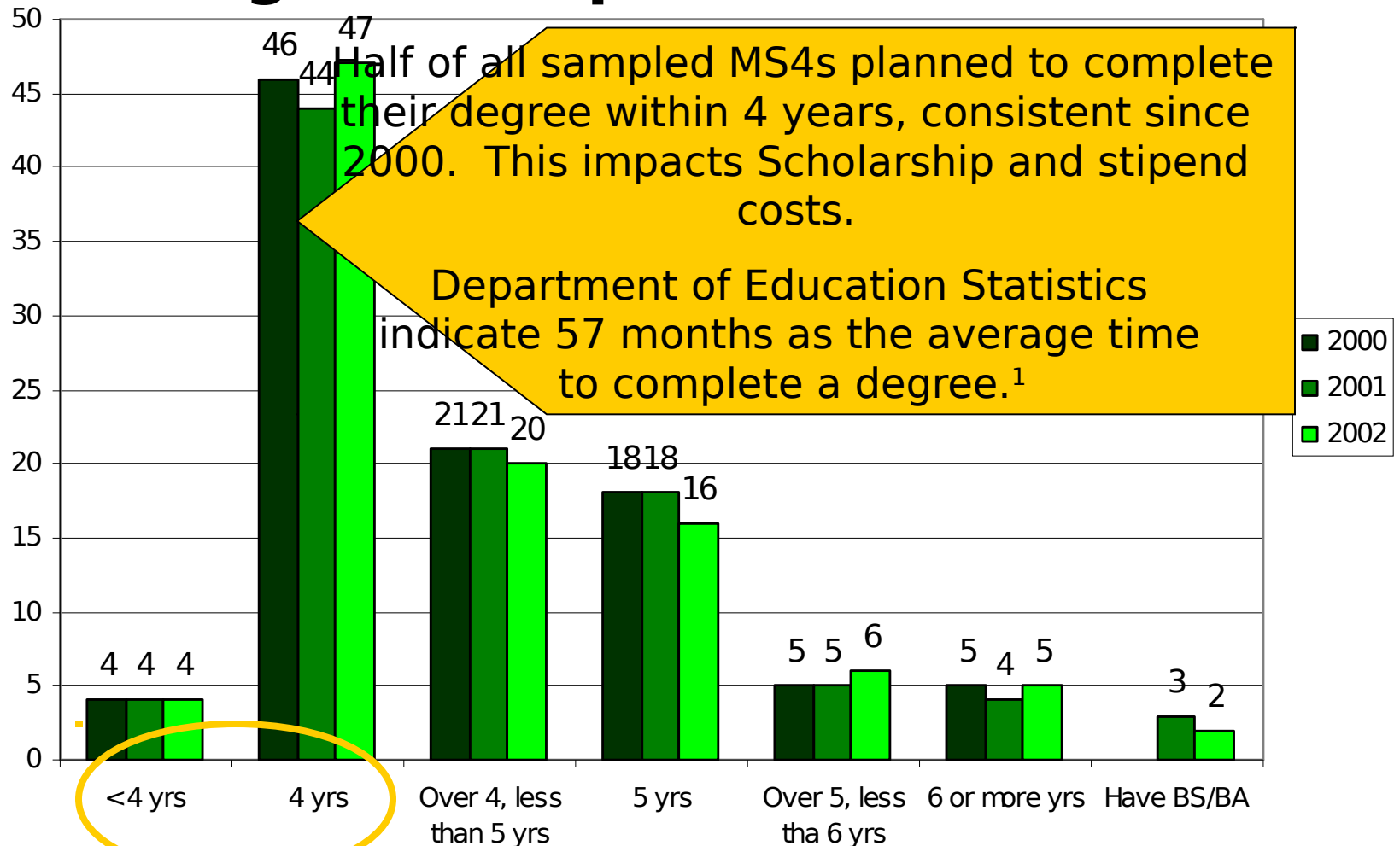
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Degree Completion Time - MS4



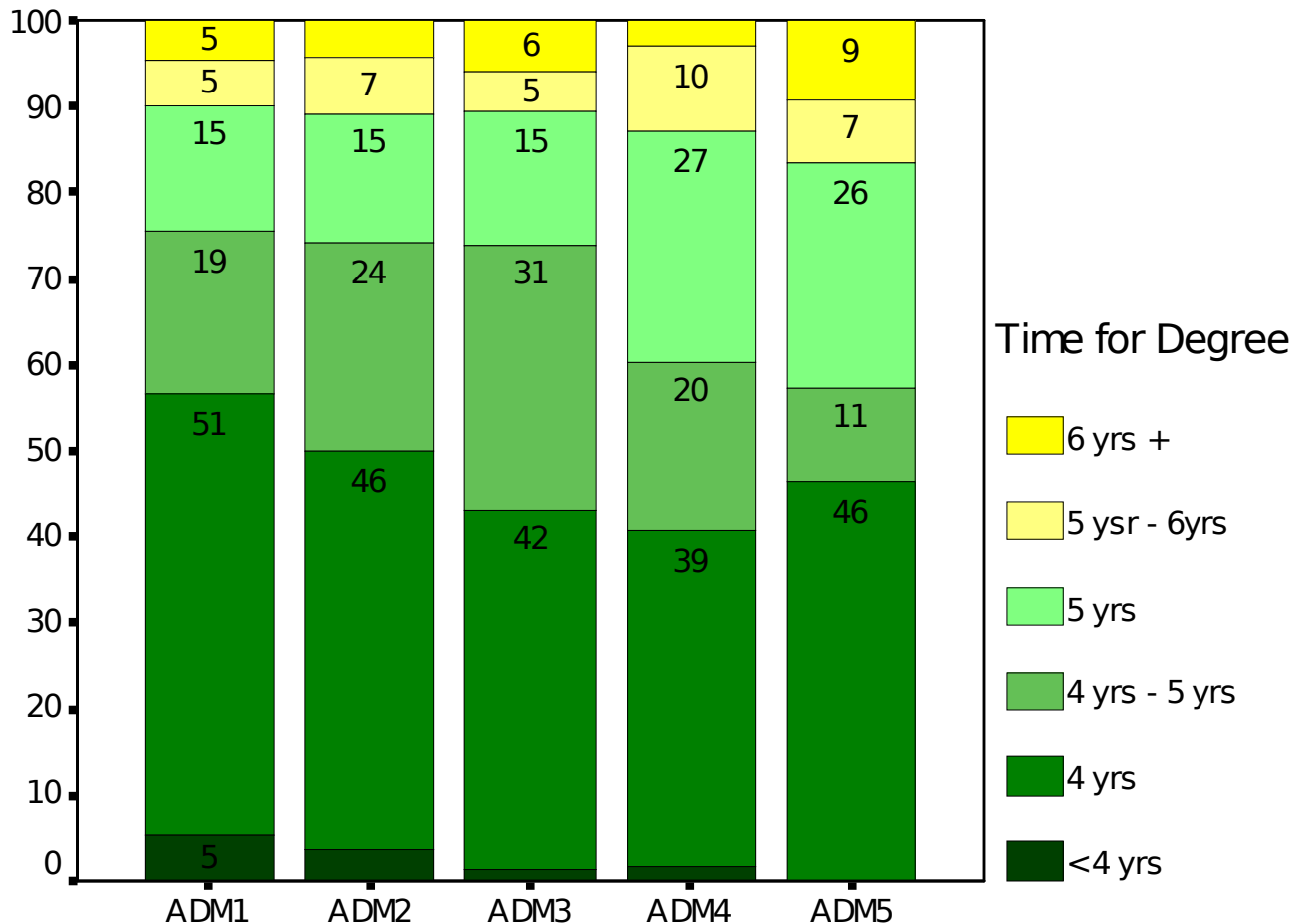
¹Answers in the Toolbox: Academic Intensity, Attendance Patterns, and Bachelor's Degree Attainment-June 1999

²The 28 bachelor degree holders were not counted.

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ADM vs. Time to Complete Degree

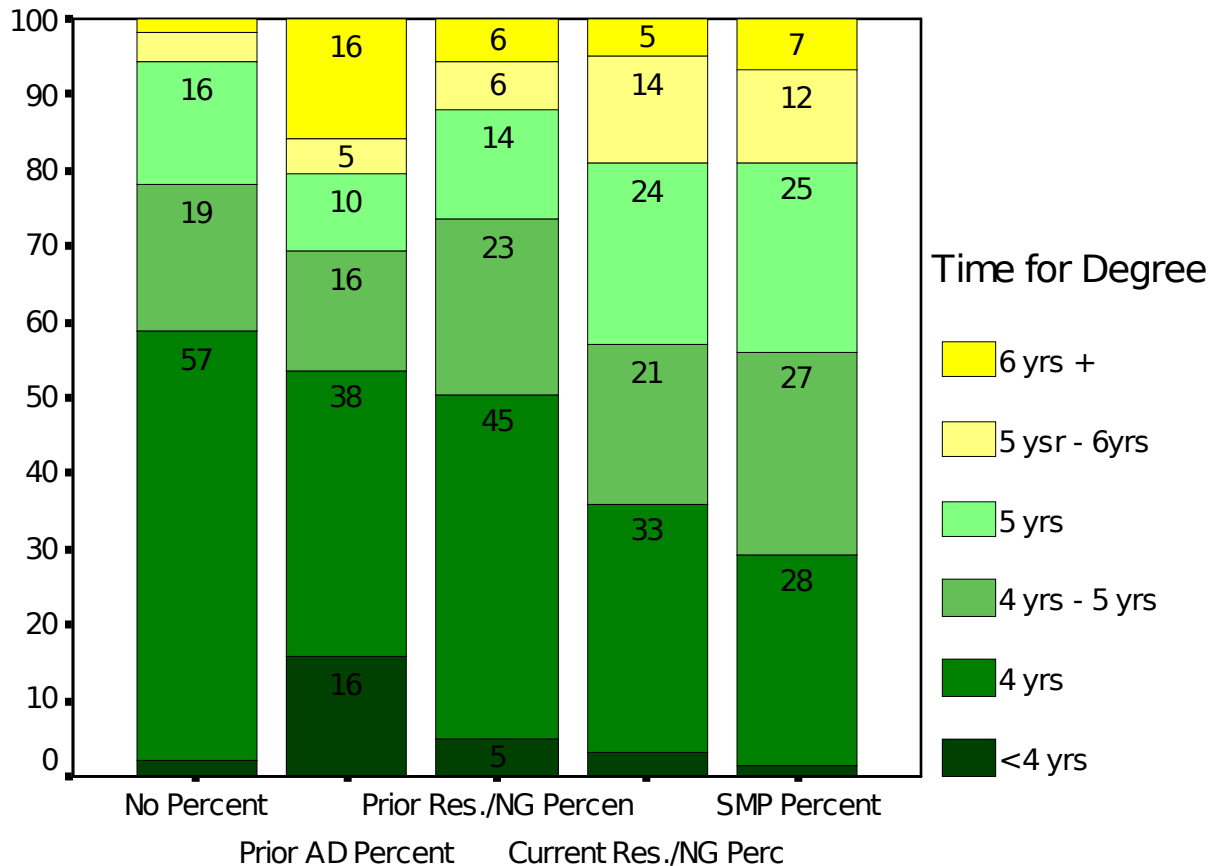


•The ADM3s & 4s may take longer to graduate with a BS or BA.

•Non-scholarship take longer to graduate.

•ADM targeted scholarships may decrease the time to degree.

Prior Service vs. Time to Complete Degree



Prior Service MS4s may take longer to graduate with a BS or BA.

- Some Prior Service members may enroll with credits accepted by the college thereby able to graduate sooner.
- Current Reserve Component members may have additional non-ROTC constraints.

Demographics

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Note: The 28 bachelor degree holders were not counted

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10

Reasons to Why Contract or Commission

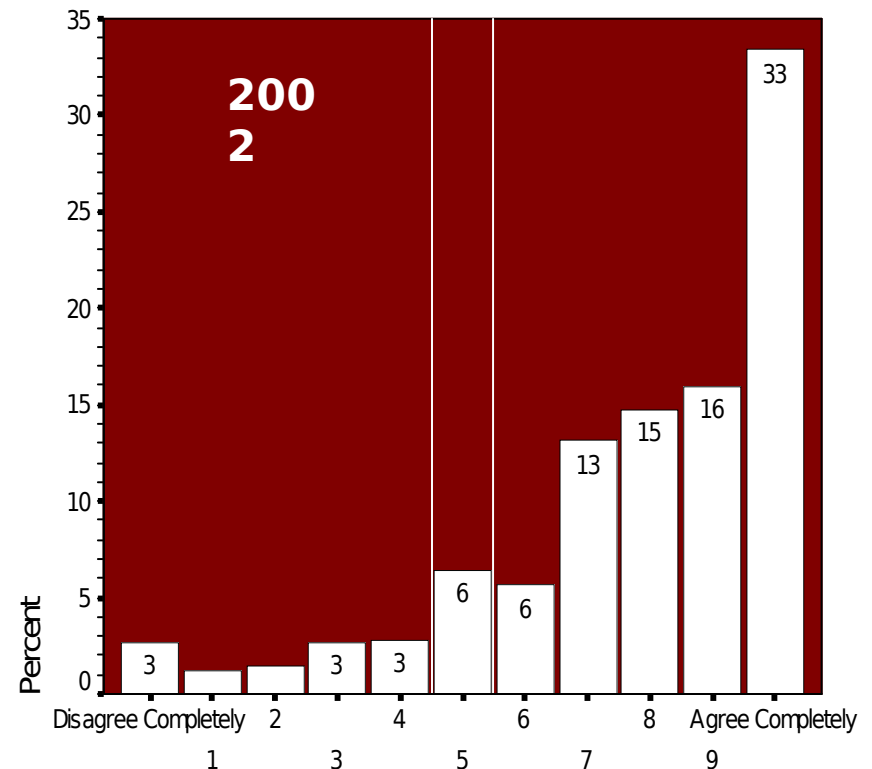
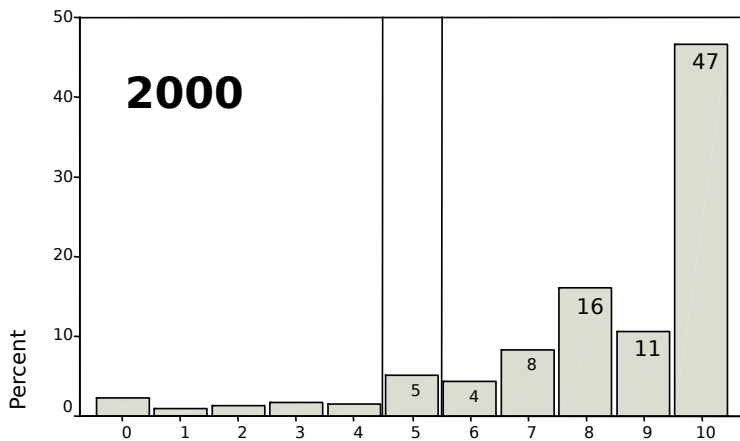
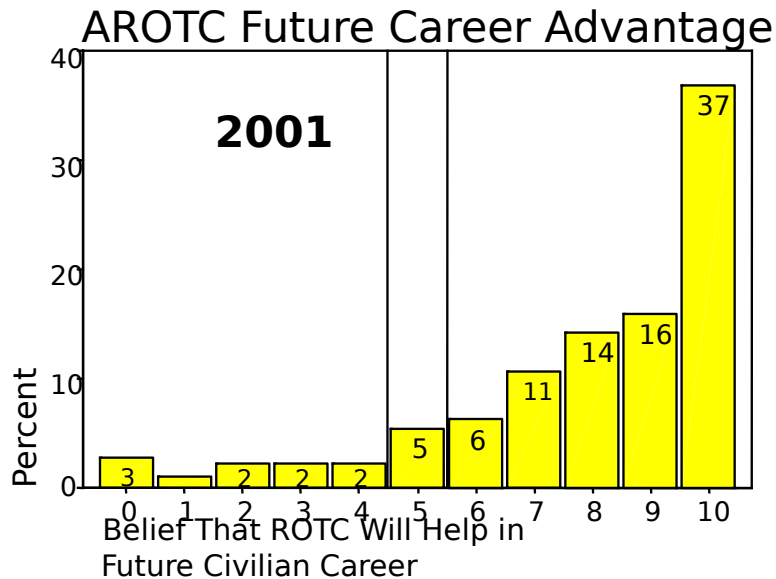
Career is the most cited reason.
And it is a strong tool to contract and retain.

- **MS2 Top Reasons to Contract**
#1. Career opportunities in the Army
2. ROTC money to finance College
- **MS2 Top Reasons Not to Contract**
#1. Career opportunities outside the Army
(#1 for past 3 yrs)
2. Don't meet requirements to commission

- **MS4 Top Reasons to Commission**
#1. Get Job Skills in the Army toward Future Civilian Career
2. Always Wanted to be an Officer
3. Patriotism
(New Selection)
4. Want to Make a Difference
5. Adventure/ Travel

Army ROTC Helps Future Career

MS4 perceptions that **Army ROTC will help in their future civilian career** has slowly migrated away from the 'Completely Agree' response since 2000.



**Contracting and
Retaining**
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12

Influencers to Contract to Commission

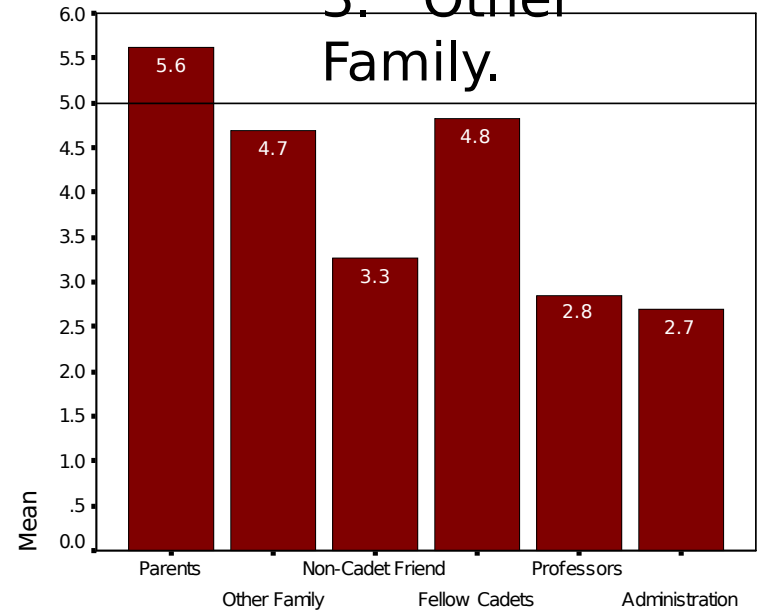
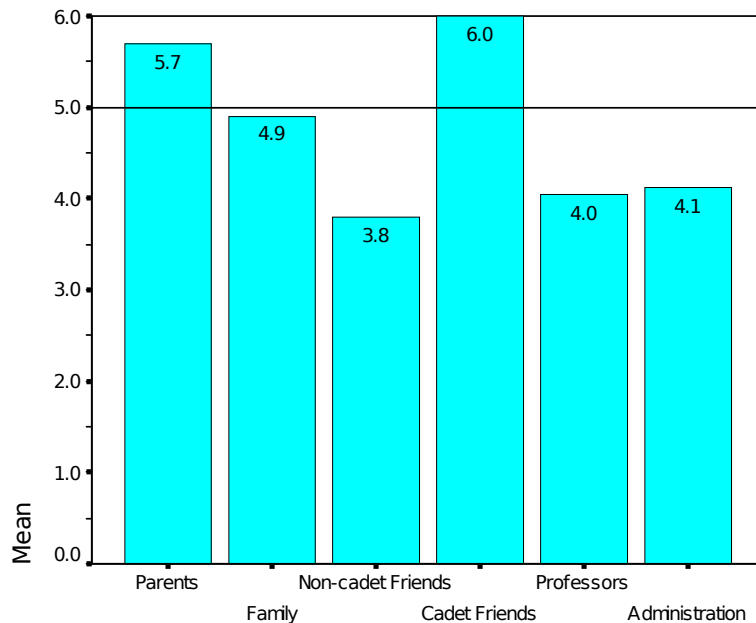
MS2

- #1. Cadets
2. **Parents** (Have strong Correlation to Commission)
3. Family

**Target
Parents
Early**

MS4

- #1. **Parents**
2. Fellow Cadets
3. Other Family.



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Financing College

College Financial Incentives

- Applying for an ROTC Scholarship remains a strong positive indicator of intent to commission.
- ROTC Scholarships are important to over 75% of recipients.
- Scholarship recipients work less during the academic year.
- Female scholarship applicants received scholarships at a similar rate as men. Applicants who are of Hispanic or African-American ethnicities tend to receive scholarships below the average rate for their military science class.

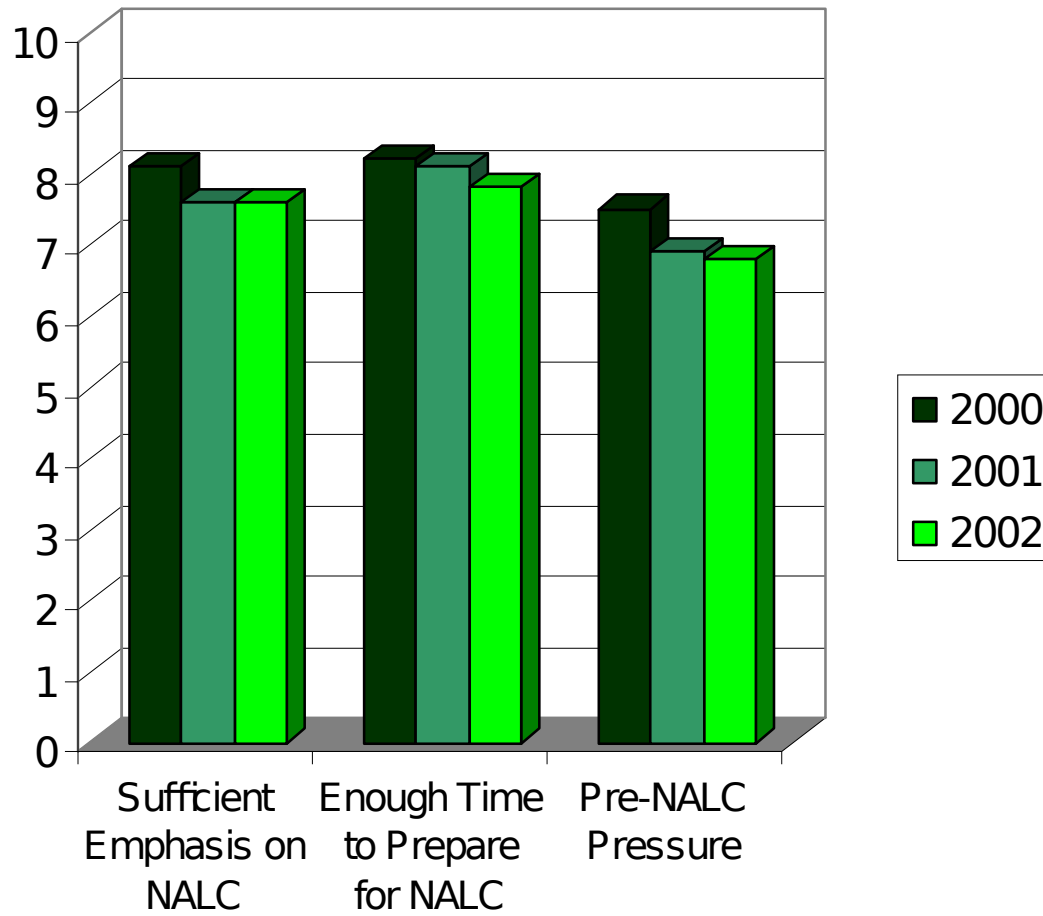
	Applied	Received
MS2	70%	88%
MS4	73%	92%

Post-NALC Perceptions

MS4s perceived there was too much Pre-NALC Emphasis and Pressure.



Contracting and Retaining



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ROTC College Curriculum Elements

- Curriculum elements that are well liked and cadets learn the most from are positive influences to retain and to commission.

-Cadets consistently rated Field Training Exercises (FTXs) and

Adventure Training as the most liked curriculum elements.

-Cadets consistently learn the most from FTXs, Leadership

Development Program, and Classroom Lecture.

- ROTC computers issues have significantly changed to a positive rating for campus computers. This coincides with the fielding of ESTP computers in the Fall of 2002. [All Cadet cohorts noticed the change.]

- Over 2/3s have indicated that they are satisfied with their **Contracting and**

Retaining

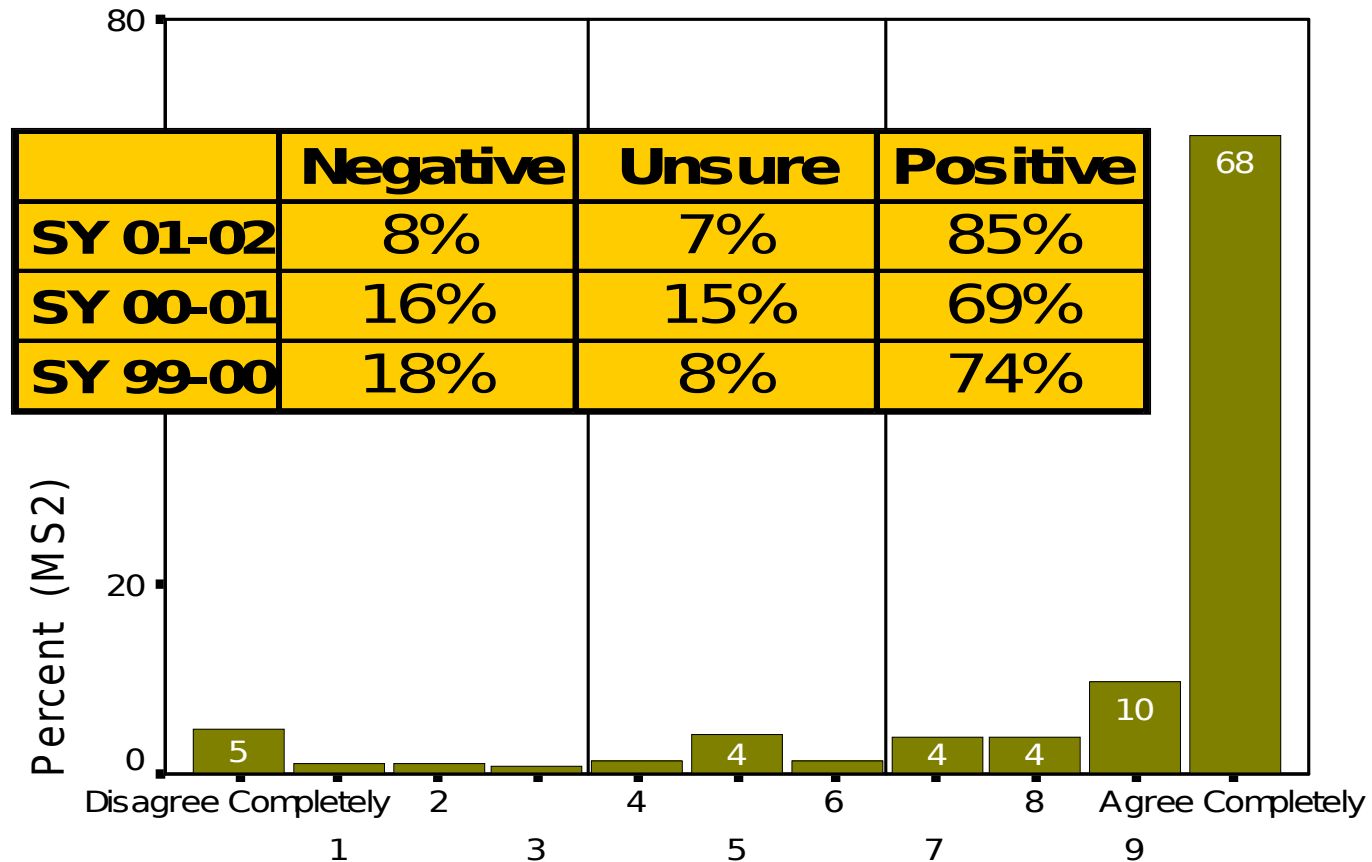
- Over 74% are dissatisfied with the quality or quantity of

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Planning to Commission (MS2)

Plan to Contract to Commission



A positive trend may be indicative of changing attitudes amongst MS2s, and /or systemic changes within Cadet Command.

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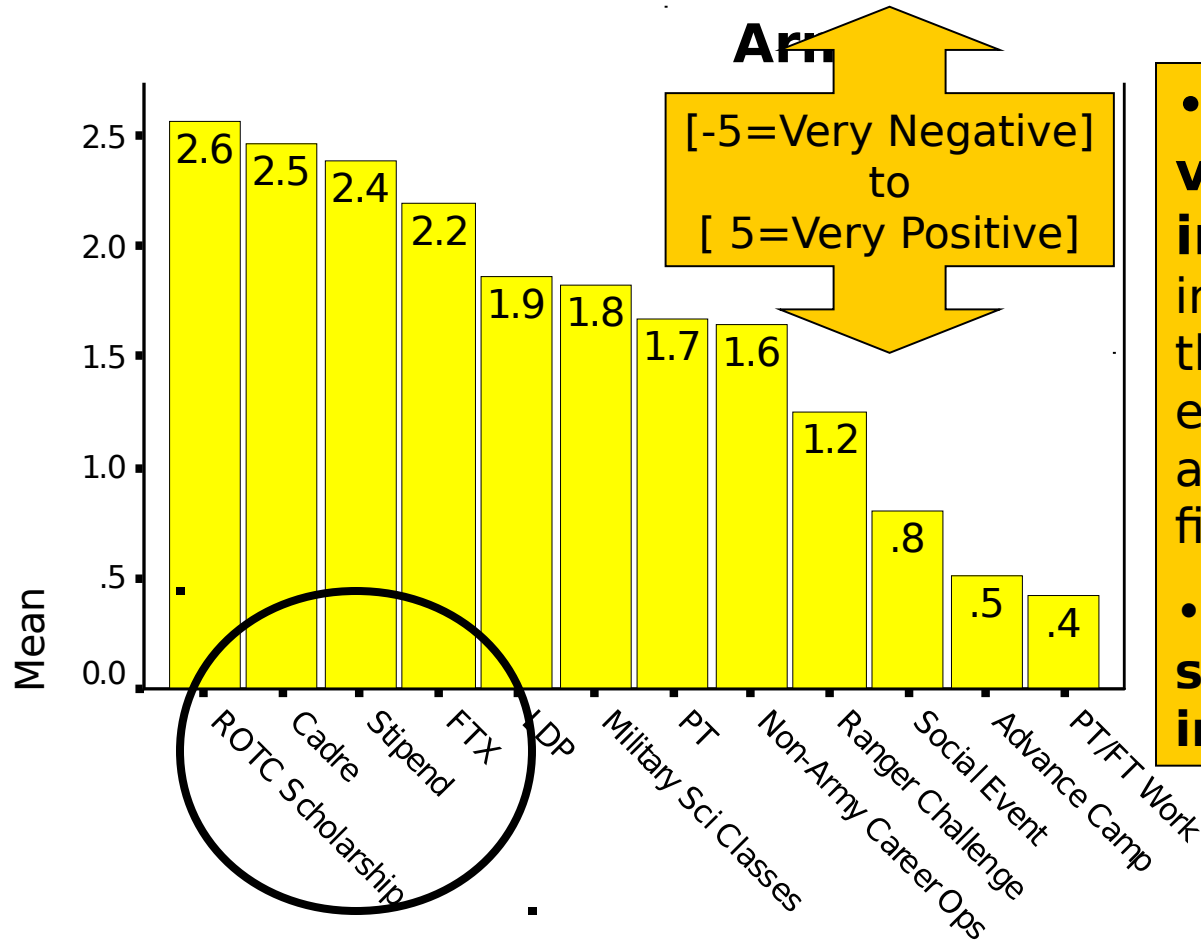
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17

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Influences to Commission (MS4)

Contributions to MS4 Desire to Commission in the



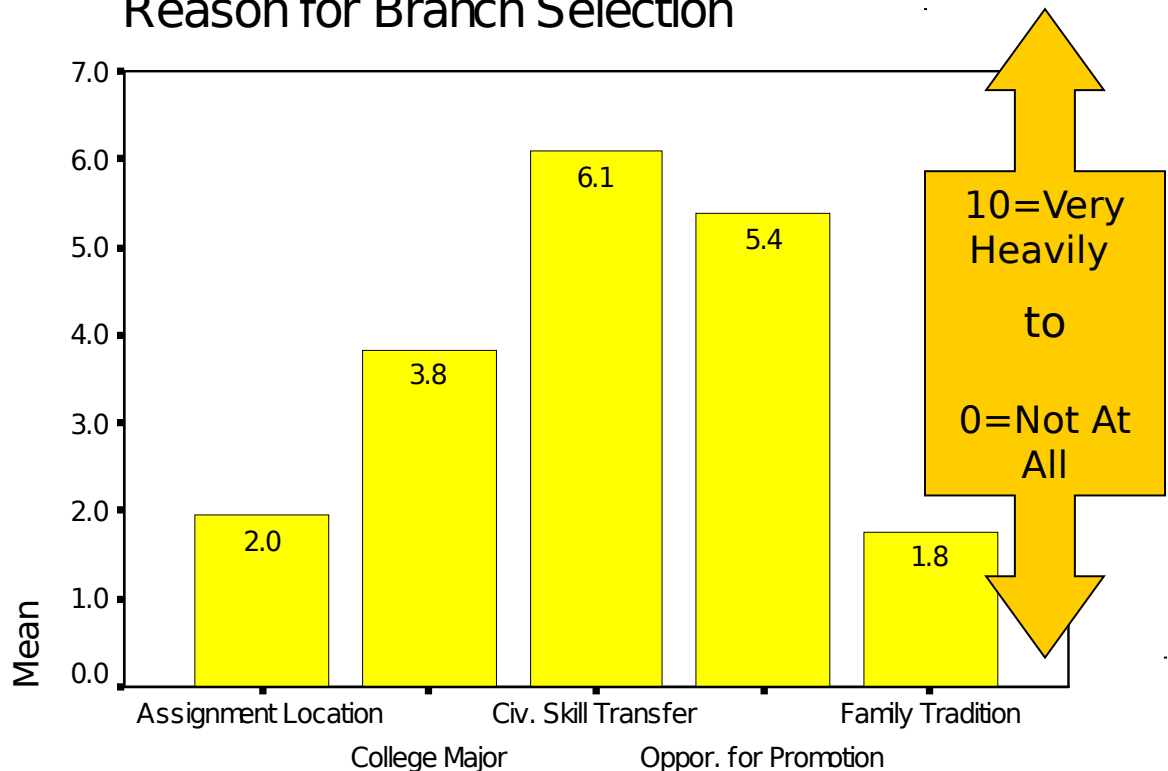
• **Finance is a very strong influence** Create interest by promoting that ROTC values education and may assist them in financing college.

• **Cadre provide a strong personal influence to cadets**

Branch Selection Reasons

Civilian Skill Transfer #1

Reason for Branch Selection



- Career Issues influence the decision to contract and it influences the branch selections.

- Branches that are believed to be career choices that will also provide skills for a second career after their service are desirable. Therefore, marketing of any branch should include possible current and future careers.

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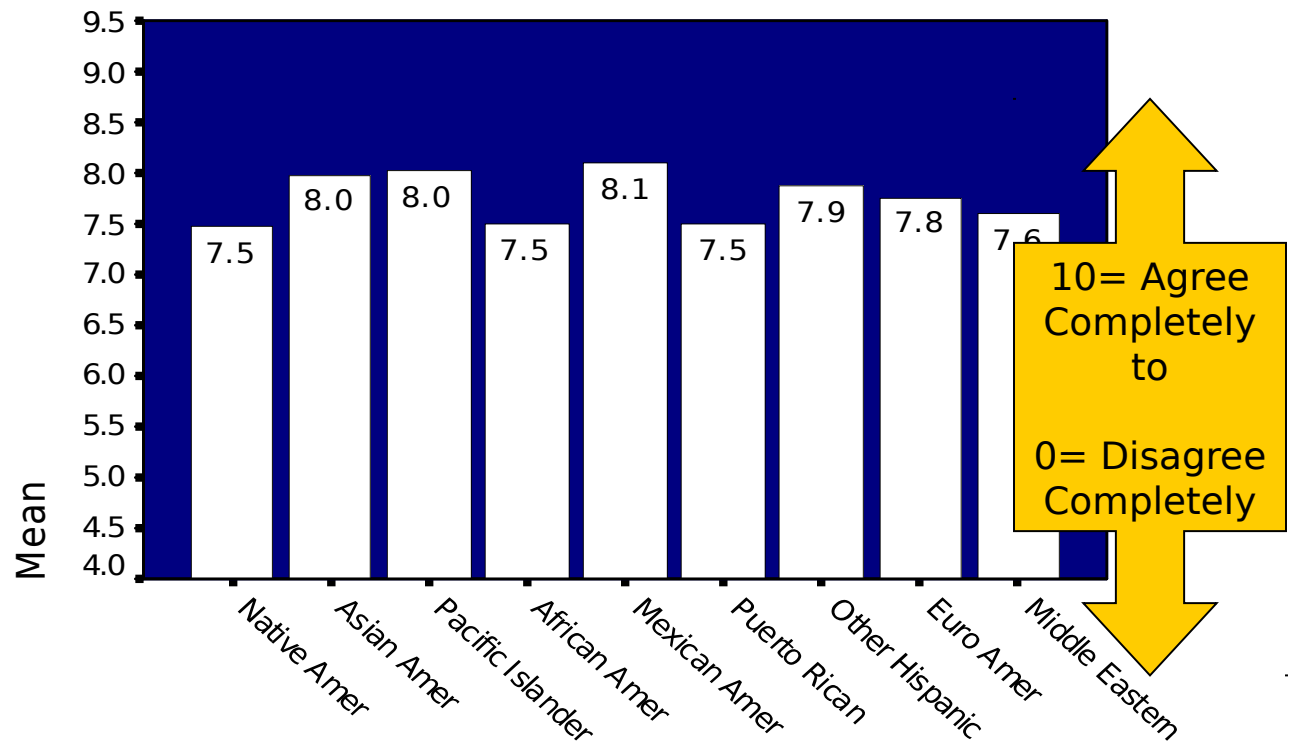
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19

Branching - Future Planning

- This Perception is consistent amongst all ethnic groups in this MS4 cohort
- This can be used with cadets and family members who value Future Career assistance

Perception that AROTC Will
Help in a Future Non-Military Career



Branching

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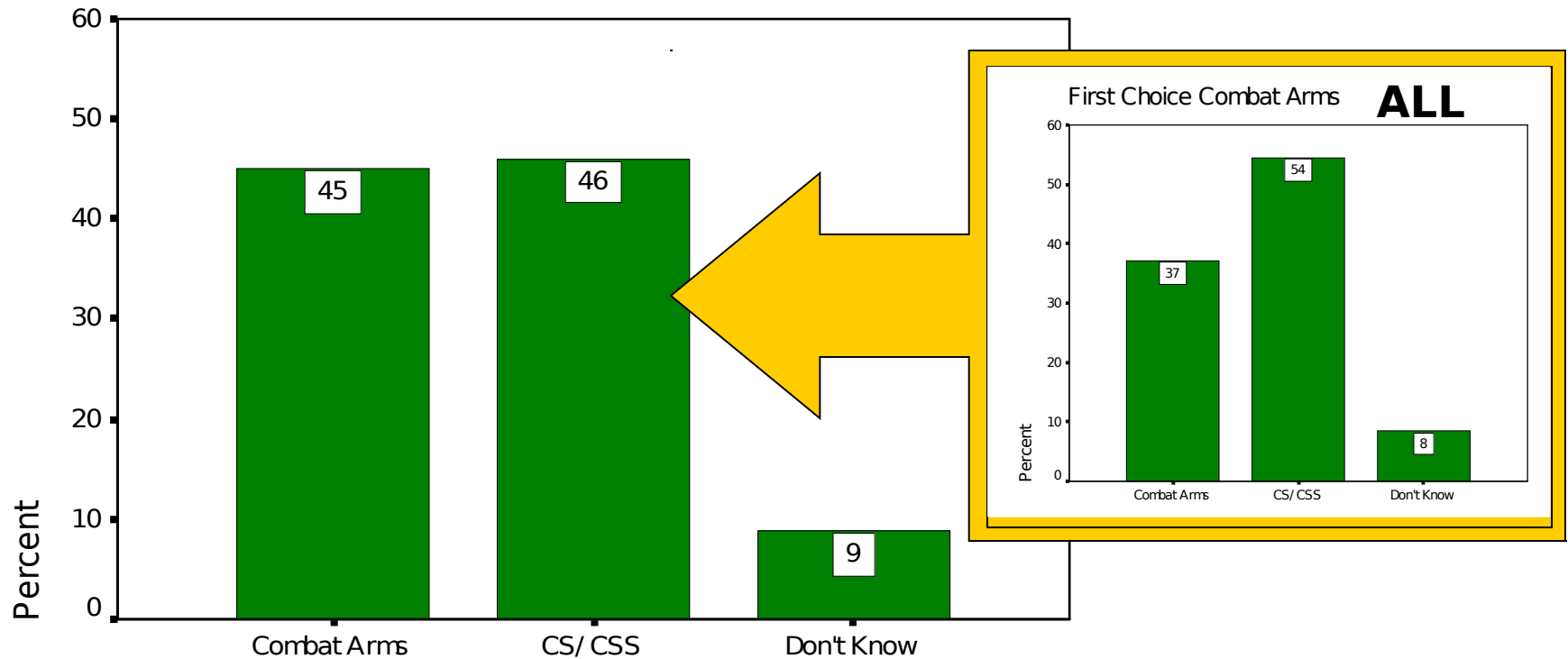
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20

A Combat Arms Branch as A First Choice

First Choice Combat Arms

Amongst Males



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21

Branch Attribute Correlations

To Combat Arms (MS4)

Correlations		CA 1st Choice		
		2002	2001	2000
Combat Arms Helpful in a Civilian Career After the	Pearson Correlation	0.322	0.278	0.302
	Sig. (2-tailed)	0.000	0.000	
1st Assignment Near Home	Pearson Correlation	-0.070	-0.08	-0.162
	Sig. (2-tailed)	0.006	0.009	
Matches College Degree	Pearson Correlation	-0.340	-0.328	-0.372
	Sig. (2-tailed)	0.000	0.000	
Able to Transfer Skills to Civilian Job	Pearson Correlation	-0.401	-0.381	-0.466
	Sig. (2-tailed)	0.000	0.000	
Opportunity for Promotion	Pearson Correlation	-0.055	-0.050	-0.171
	Sig. (2-tailed)	0.030	0.106	
Travel Opportunities	Pearson Correlation	-0.001	-0.008	-0.075
	Sig. (2-tailed)	0.955	0.787	
Family Tradition	Pearson Correlation	0.112	0.067	-0.006
	Sig. (2-tailed)	0.000	0.028	
No. of Cadets		1580	1065	

•MS4s believing Combat Arms(CA) helps in a civilian career after the military choose CA.

•MS4s believing CA does not help in a civilian career and/ or CA doesn't fit their college degree choose CS/CSS.

Branching

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22

Male Branch Choices

• **Amongst**
[Asian Amer.
Pacific
Islander, Euro
Amer. and
Hispanic
/Latino] **MS4**
males
there are
similar
popular
branch
choices

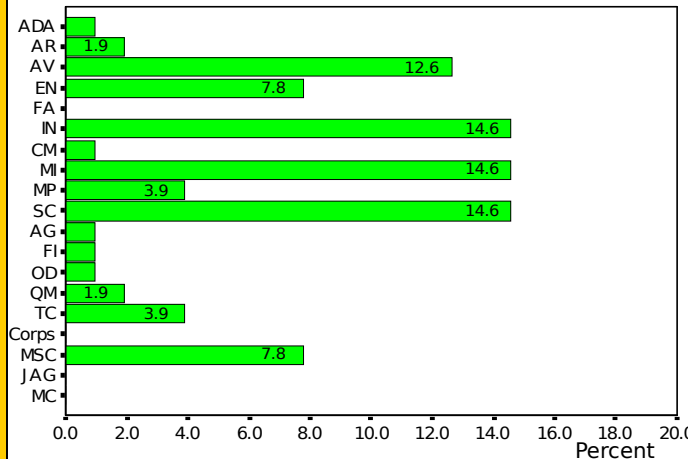
• **Amongst**
all there
are **similar**
unpopular
choices

Branching

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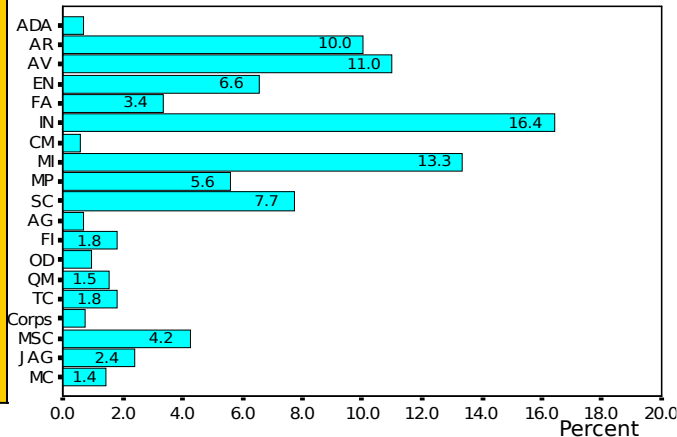
First Branch Choice

Amongst API Males



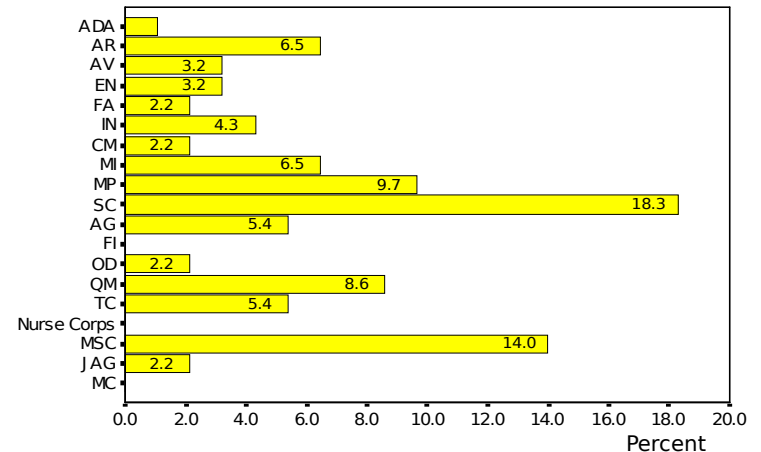
First Branch Choice

Amongst Euro American Males



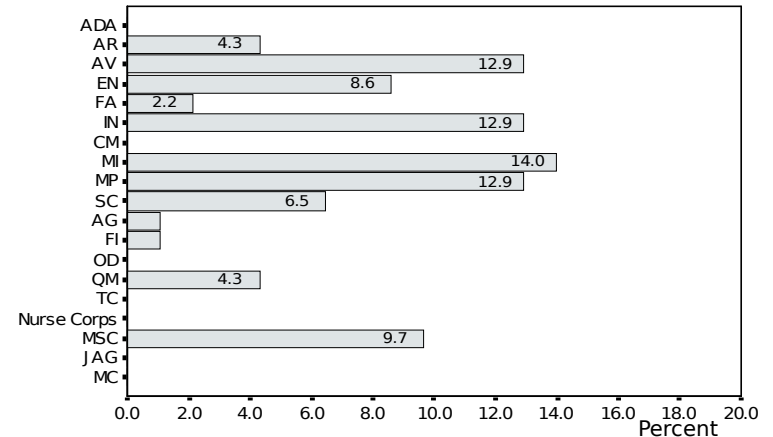
First Branch Choice

Amongst African-American Males



First Branch Choice

Amongst Hispanic American Males



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23

Summary Issues

- Demographics

- 51% of Cadets take 4 years or less to complete a degree, thus increasing the cost to produce 2LTs and when the Army will receive a new officer.
- ADM 4s may take longer to complete their degree. ADM targeted Scholarships may decrease the total time.

- Contracting and Retaining

- Overcoming negative or emphasizing positive cadet perceptions of Career Opportunity may influence contracting and retention.
- ROTC Financial Incentives are a strength that should be emphasized with the cadet and their parents when selling the program.
- Showcase FTXs as an active curriculum that provides immediate learning experience with a long-term benefits in any career.

Summary Issues

Part 2

- Comm

- The percent planning to contract has been on the rise since SY99-00. Continuing to recruit the best provides the best opportunity to shape the cohort.
- ROTC Scholarships, Cadre, Stipends and FTXs are controllable influences on the cohort.

- Branching

- Use 'Skill Transfer to Future Careers after the Military' to sell unpopular branches.
- Most popular preference is Military Intelligence, the least popular is Chemical.